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11-2013

# 2012/2013 Robert E. Kennedy Library Annual Report

Robert E. Kennedy Library

*California Polytechnic State University - San Luis Obispo*

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# ANNUAL REPORT 2012-2013

ROBERT E. KENNEDY LIBRARY

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# 1.0 OVERVIEW: BUILDING A REPUTATION FOR EXCELLENCE

The Kennedy Library is proud this year to have achieved national recognition for excellence in communications, and statewide recognition for the exceptional contributions of our student employees. The John Cotton Dana Award for the library's expansive and exciting celebration of Banned Books Week, and the selection of library student assistant Glen Beebe for an award as the outstanding Student Employee of the Year in the western United States, were not exceptions. They recognized a pattern of excellence that is based in our extraordinary teamwork as well as our ability to cultivate a spirit of innovation and creativity.

This year's annual report offers a glimpse into our major areas of activity and accomplishments in service to the Cal Poly community. We also include a roundup of library distinctions and awards; and highlights of measures and statistics for each of the library's major program areas.



*"Reflection", an installation in the grand staircase by Professor Clare Olsen, CAED: 2013*

## 2.0 PROGRAM ACCOMPLISHMENTS

### 2.1. A RESPONSIVE COMMONS

#### **Seating Capacity**

Library building use continues to be intensive, with nearly 1.3 million visitors again this year. Students spend many of their best 25-35 hours per week at Kennedy Library! According to the SLAC annual survey, 87% of students use the library every week; 42% use the library four or more times per week, and 53% of students report spending more than 2 hours every visit.

The number one request from students for the last several years has been to increase the number of electrical outlets in the building to plug in and charge their mobile devices. While access to power and the campus network has improved this year (we added another 160 outlets on the 2<sup>nd</sup> and 4<sup>th</sup> floors), access to library seats is a growing challenge. According to our annual student survey, 68% of students reported that additional group and added individual study areas are “important” or “very important” to them. Nearly 70% of students also called for 24-hour access to the entire building.

In Spring 2013 preparation began for the expansion of the Center for Teaching, Learning, and Technology (CTLT) into a new 5000 sf space on the third floor located at the front of the library. Library staff began planning, arranging, weeding, deselecting and/or shifting over 250,000 volumes, spread out over three floors to make room for the new location of the CTLT. The “big shift 2” project was completed on schedule, before the beginning of fall quarter. Due to great planning and hard work, it was also accomplished with a *net increase* of student seats.

#### **Seating Quality, Safety, and Comfort**

In consultation with the Student Library Advisory Committee (SLAC), focus groups conducted by Stern Neill’s Business 418 class, and annual student survey results, we began incorporating ideas for improved study environments and furniture in the library. New soft seating in the form of leather chairs and couches was added to a completely redesigned second floor, along with beanbags, footstools, and pillows. 425 chairs were replaced on the 4<sup>th</sup> and 5<sup>th</sup> floors. Hydration stations—a gift from the 2012 Senior Class—were added to the first and second floors. The 24-hour space was re-carpeted and a new emergency exit was added to the quiet 24-hour space to enhance after-hours security.

## 2.0 PROGRAM ACCOMPLISHMENTS

year ago the library expanded to the great outdoors with a major facelift in the atrium. New hardscape, landscape, furniture, and lighting resulted in an astounding increase in foot traffic and use in this area. This year we expanded outdoor improvements to upper floors with new furniture, umbrellas, and a fountain to add soothing sounds to the space. The atrium has become one of the most popular places in the library to relax and study.



### Computing Capacity

The library offers the only computer labs available through University Scheduling to faculty in every campus department; we also share these spaces to support our own library instructional programs. With four out of five of our labs booked heavily for regularly scheduled classes, we realized that the remaining lab was inadequate for library – or any other - instruction. To address this dilemma while continuing to support the campus, we designed an innovative expansion of our smallest classroom, 216B. It will be upgraded from a traditional teaching lab with 17 seats, to an active learning environment with 31 seats. It is flexible enough to support traditional instruction and individual computing, but also flipped instruction and “bring your own device” (BYOD) computing. The expanded lab will be ready by the end of fall quarter 2013.

The library has a total of 320 computers available for student use, including 52 checkout laptops. Laptop checkouts continue to be extremely popular, accounting for more than 15% of all library checkouts. In the PolyConnect Lab, we doubled the number of checkout iPads from ten to twenty. With almost twelve hundred checkouts for the year, iPads have been very popular with students and are nearly always 100% in use. We made plans to add another forty iPads to the checkout pool this year, bringing the total number of checkout iPads to sixty: thirty for three-hour use, and thirty for long-term three-day use.





## 2.0 PROGRAM ACCOMPLISHMENTS

In partnership with ITS, LIT replaced fifty-seven public computers and twenty checkout laptops in the library with the latest computing technology. We also replaced over one hundred 19" displays with wide aspect ratio 24" displays, to add screen real estate for better data and graphics manipulation.

### 2.2. THE NEW LIBRARY COLLECTIONS

Our emphasis this year was on building and enhancing access to digital collections, as well as developing and managing new workflows and job duties in order to position the department to more effectively support acquisitions and metadata services. Highlights in 2012/2013 this year include the new Student Success Fee funding program for acquiring and retaining access to a deep and diverse collection of information resources; large print de-accession project; and redefinition of staff roles and realignment of several library departments to better serve the changing environment of information resources, resource sharing, and archival resources.

#### Student Success Fees

Receiving \$100,000 in new funds through the Student Success Fee made for breakthroughs in our ability to provide Cal Poly with access to digital collections.

Throughout the year our library selectors and staff identified, prioritized, and added access to digital collections, including new resources and information used by students in engineering, nutrition, business, music, ethnic studies, and other liberal arts programs.

Among the resources funded were streaming digital educational media (video and music) that supports faculty teaching and student coursework across multiple disciplines. Student Success Fees also made it possible to maintain access to hundreds of high impact electronic scholarly journals in all fields of study at Cal Poly from major publishers, including Springer, Elsevier, and Wiley.

| Student Success Fee<br>Supported Resources<br>Jan June, 2013 |         |
|--|---------|
| <i>Academic Search Premier sessions</i>                      | 50,007  |
| <i>eBooks added to the collection</i>                        | 3,894   |
| <i>eBook chapter downloads</i>                               | 2,239   |
| <i>Naxos Music Library total playbacks</i>                   | 4,017   |
| <i>Journal full-text article uses</i>                        | 118,438 |

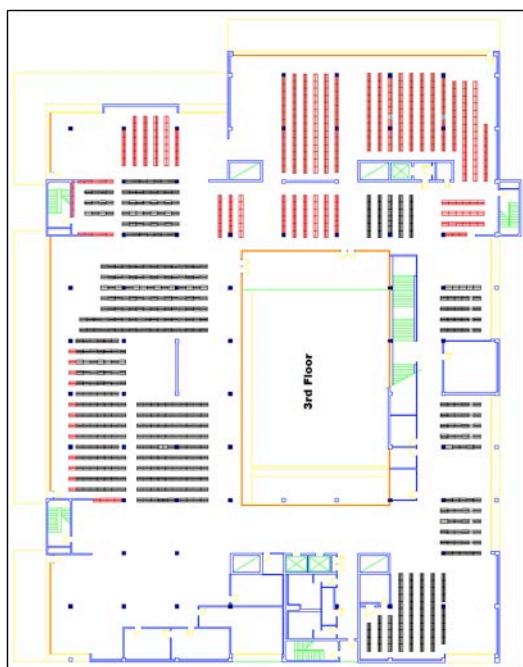
#### Space Redesign and Print De-accession Project

This project ("big shift 2") noted above, was needed to create new space for the expanded new home of the Center for Teaching, Learning and Technology on the library's third floor. The project was announced in winter quarter 2013, and planning began soon after. The role of Collection Management staff in the successful planning and completion of this massive project included rapid production of evaluative tools, development of weeding strategies to support the College Librarians and associated staff as they defined, identified and weeded collections in the affected areas. These included diverse resources, from California documents and Agricultural Extension

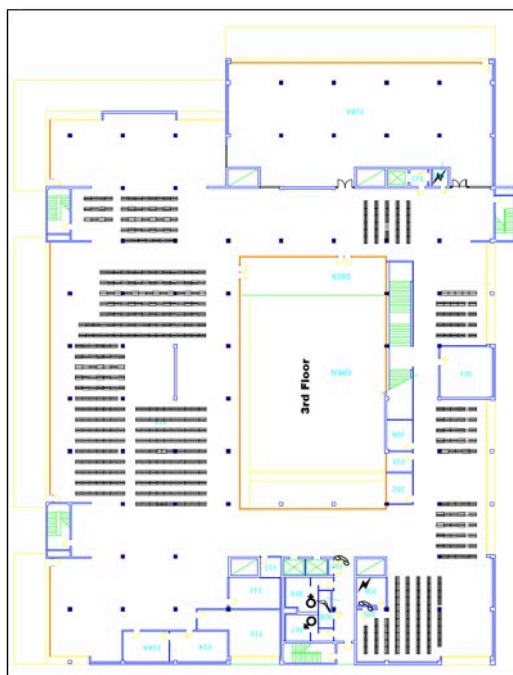
## 2.0 PROGRAM ACCOMPLISHMENTS

print collections, to LC class ranges from G through K). Staff rose to the challenge to efficiently and thoughtfully move the materials from the building. Legacy bound serial titles were compared against archival and current electronic holdings and those identified as low-use or low-impact were either transferred to storage, shipped to a WEST archive holder (as part of the UCLA JSTOR project) or offered for recycling.

**3rd Floor Big Shift floor plan “Before”**



**3rd Floor Big Shift floor plan “After”**



California documents with substantial historic and current online holdings were identified, offered to repositories and withdrawn. Access to the equivalent or improved content in electronic form was verified and access points were enhanced. Evaluative spreadsheets were developed to support College Librarian analysis of their areas of collections responsibility and materials were efficiently weeded, sorted, de-accessioned in local and national databases, and processed through Collections Management for eventual donation. Resources removed from our collections were offered and delivered to San Luis Obispo County school libraries, the Santa Maria Public Library, shipped to the charitable organization Better World Books, sold to a major local used book dealer (Phoenix Bookstore), or disposed via the campus recycling program. Most of this project was accomplished by mid-July, 2013.



## 2.0 PROGRAM ACCOMPLISHMENTS

### Redefinition and Realignment of Information Resources Programs

Library information resource programs are beginning to rely on ambitious new collaborative models of access and sharing of print collections. Meanwhile, licensing terms for digital information resources are changing traditional library programs of resource sharing, especially for books. These changes led us this year to bring our Interlibrary Services team under the wing of our Information Resources department. By sharing data, tracking use patterns, and analyzing costs and benefits of different modes of access, including patron-initiated article and book purchasing, we can develop more integrated and coherent strategy that is cost-effective and responsive to the needs of Cal Poly' evolving curriculum and research programs.

### Collections Management Staffing Changes

The retirements of three veteran staff members afforded the department the opportunity to reevaluate existing job duties and assess developing needs in these functional areas, especially in acquisitions and in the handling of physical serial and standing order materials. The results of this evaluation were seen in the development of new assignments and job descriptions. Routines and tasks in Acquisitions were evaluated to better accommodate eBook workflows and also to assess the staffing level necessary to sustain quality customer service. The job description for the lead staff position in technical services was revised and updated so that this position will manage and coordinate activities of two previously separate units (Acquisitions and Cataloging). This will allow for coherent management of both areas and support consistent and effective oversight of the supply chain for information resources in all formats. This position is in recruitment.

### Digital Commons and Scholarship Services

DigitalCommons@CalPoly is the University's digital scholarly archive. With over 2 million downloads in the past year, DigitalCommons@CalPoly is top-ranked nationally among similar open-access services, and is number one in the CSU system as measured both by content and use.

In addition to providing trusted, easily-discoverable access to scholarly work created at Cal Poly, DigitalCommons@CalPoly has

been increasingly used as a platform for other services. These include providing access to historical and contemporary documents created by Cal Poly administrative offices, departments

| DIGITAL COMMONS @ CAL POLY<br>2012 2013 |           |
|---|-----------|
| Total downloads                         | 2,000,000 |
| Annual student work downloads           | 1,033,275 |
| Total documents in DigitalCommons       | 19,858    |
| Documents added to DigitalCommons       | 2,941     |
| Senior Projects added                   | 538       |
| Master's Theses added                   | 228       |
| Total faculty participation             | 303       |
| New faculty participation               | 20        |

## 2.0 PROGRAM ACCOMPLISHMENTS

and programs – function of the University Archives program. An accomplishment this year was the complete scanning of Cal Poly's yearbook, *El Rodeo* (just in time for Open House 2012). Another was the comprehensive scanning of Academic Senate documents, providing a practical and time-saving service to support campus governance.

As the DigitalCommons program has developed, it has also broadened and evolved in several ways. This year we expanded the scope of the program to "digital scholarship services," to better support campus initiatives in digital publishing, digital scholarship and communications, and data curation. The program also developed a new "earn by doing" Digital Scholarship Services Student Assistant position, made possible by Jim Sargen's generous endowment. This position will support the development, launch and maintenance of original campus electronic publications and related media using electronic publishing tools.

Recognizing the expanded outreach responsibilities implied by these changes, the Digital Scholarship Services librarian and the Digital Repository Assistant staff position were both moved from our Information Resources department into the Academic Services team.

### **Special Collections and University Archives**

Major accomplishments of the Special Collections and University Archives group this year included expanded instruction and outreach partnerships, especially with Cal Poly faculty engaged in innovative community and oral history programs. A highly successful spring exhibit highlighting collections related to the stewardship of the land of the Central Coast ("Links to the Land"), and brought historic families and community leaders together in the spring to acknowledge their roles in building these historic resources. In this context, it was exciting to receive twenty additional oral history recordings from the Carizzo Plain Oral History Project. Other additions included new artists' books, alumni ephemera, and records from President Baker's tenure.

The digital presence and impact of Special Collections and University Archives is an area where we anticipate significant development and growth. Our most important achievement was to develop and successfully recruit a new faculty position of Digital Archivist. Zach Vowell, an experienced digital archivist from the University of Texas, Austin, joined us in summer 2013.

Among key indicators of growing interest in our digital special materials was the 100% increase in downloads of University Archives publications over the previous year (18,000 compared with 980 in 2011-12); digital content hosted on Flickr was viewed over 540 times. Our top three viewed collections on CONTENTdm are the Julia Morgan Papers, the Sarah Holmes Boutelle Collection, and the Messinger Pacific War Image Collection. Digitization activities also increased,

## 2.0 PROGRAM ACCOMPLISHMENTS

with 450 master digital scans created for the department, a net increase of nearly 200 over last year.

The outreach and instruction programs of the department continued to grow, as evidenced by a 17% increase in visits by researchers, students, and others; over half of our researchers were Cal Poly students. Many Cal Poly students have been introduced to Special Collections and University Archives this year through course-integrated experiences. Department staff made 31 unique presentations ranging from 30 minutes to several hours, reaching over 900 individuals. In addition department staff led classes for several departments in CLA, CAED, COSAM, and CENG. The close collaboration with HIST 100 – University Archives experience – resulted in three student papers being published in *The Forum* Cal Poly's journal of history. The Forum plans on continuing to publish papers from the History 100 class assignment that requires students to use the University Archives.

Over 130 student collaborators and six architectural faculty members – the entire second year architecture studies studios cohort – partnered with the department and our exhibits coordinator as part of the fall 2012 exhibit, *Atelier Morgan: The Personal Archives of Julia Morgan*. This aesthetically stunning exhibit also cohosted talk by scholar Victoria Kastner in the Hearst Lecture Series.

Other outreach to the community included meetings with the Central Coast Bioneers, Friends of the Jack House, the Monday Club.

Finally, we were both proud and sad to bid farewell to Peter Runge, head of the Special Collections and University Archives for over two years. Peter returned to his roots in Northern Arizona as the new head of their Cline Special Collections Library. We began recruiting for a new leader and as part of our review of the position, determined the position would meet our needs better as a management position. The department was moved out of the Information Resources group at the end of the year and was renamed “Special Collections and Archives” to reflect the breadth of archival resources in the unit. The new director will report to the University Librarian, and serve as member of the library-wide Executive Working Group.

### 2.3. <IDi>: INNOVATIONS IN DIGITAL EXPRESSION, ACCESS, AND SCHOLARSHIP

This year the library began to develop a new strategic direction to support our expanding digital programs. This direction is being realized through several related projects that we've brought together under the name <iDi>: *Initiative for Digital IDEAS*.

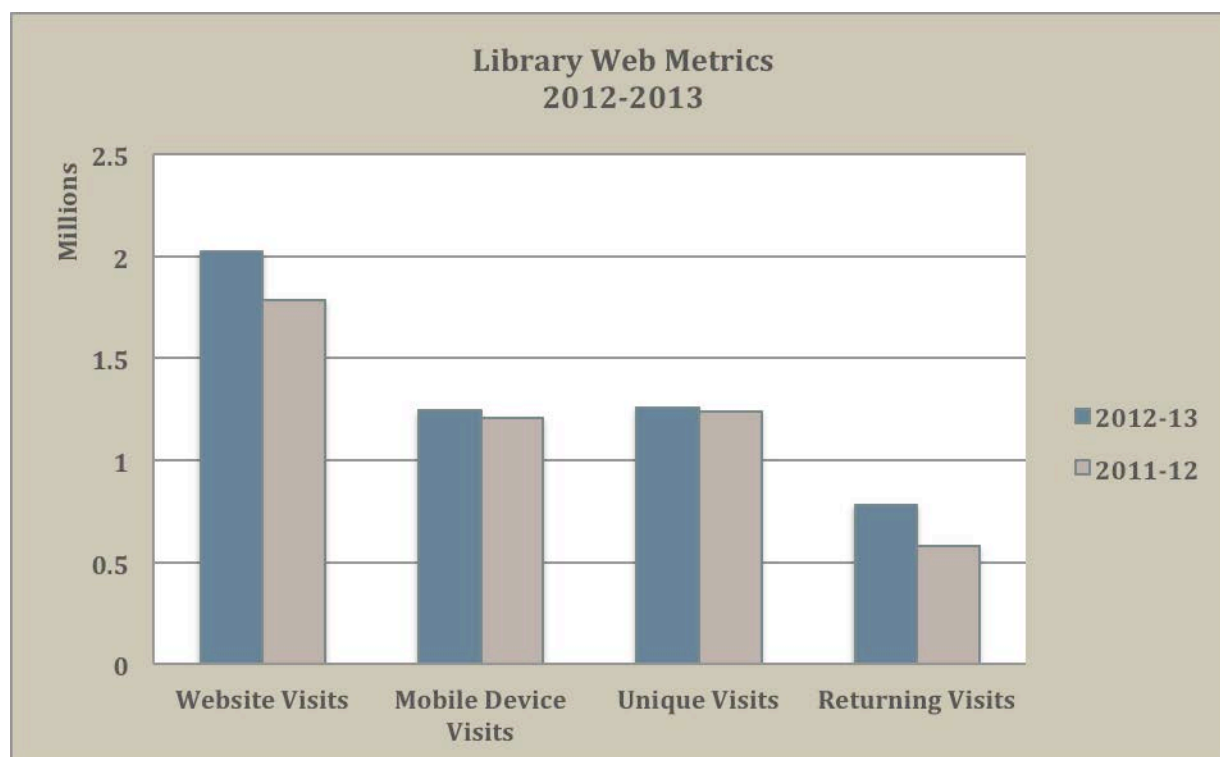
## 2.0 PROGRAM ACCOMPLISHMENTS

### New Digital Specialists

In this year's "quiet phase" of the <iDi> initiative, we began developing and recruiting several key new positions, including a Numeric and Spatial Data Specialist in the Data Services unit; a Digital Archivist in Special Collections; and a new Open Education Fellow (faculty position) under development this year. These positions, working together with our existing staff and partners, will allow us to develop forward-thinking, integrated digital architectures, policies, and services.

### More Responsive Web

One aspect of this more integrated approach to digital programs and services was the work completed this year on our web presence. It began last summer with a successful facelift for the library web site, including all third-party library applications, which incorporated uniform campus branding and site improvements that helped drive a 25% increase in total hits.



Meanwhile, a year-long project to support a major redesign of the library web site began in fall 2012, using interviews, focus groups, scenarios, analytics, guerilla tests, and other user experience techniques. The underlying technology supporting the site was upgraded to take advantage of

## 2.0 PROGRAM ACCOMPLISHMENTS

mobile-friendly HTML5, and it was expanded to support the integration of library blogs and a more distributed network of trusted library content providers. To a large extent we can now push content out from a single source to support our web presence, mobile presence, and digital signage throughout the building. Digital signage was redesigned to display more services in an easy-to-read format and incorporate our philosophy linking the physical building to our digital presence.

The resulting library web site is one of the first of its kind in the CSU and the country to use “responsive design” that supports mobile devices of all sizes. We adopted this same responsive design goal in web our content and language, by conducting a complete overhaul of the information architecture, navigation, and language, in order to provide visitors with an improved user experience. We also created, published, and implemented guidelines (“Web Communications Guide”) for interacting with our web site users in a spirit that is constructive, positive and optimistic.

Our mobile presence in the campus Cal Poly app was also extensively redesigned this year to adopt the campus framework (jQuery Mobile) and to expand the number of services available, offering quick, self-service links to scheduling study spaces, real-time information on availability of AV and computing devices for checkout; and real-time information on computer reservation queues.

### 2.4. INNOVATION IN LEARNING

#### **Peer-to-Peer Learning**

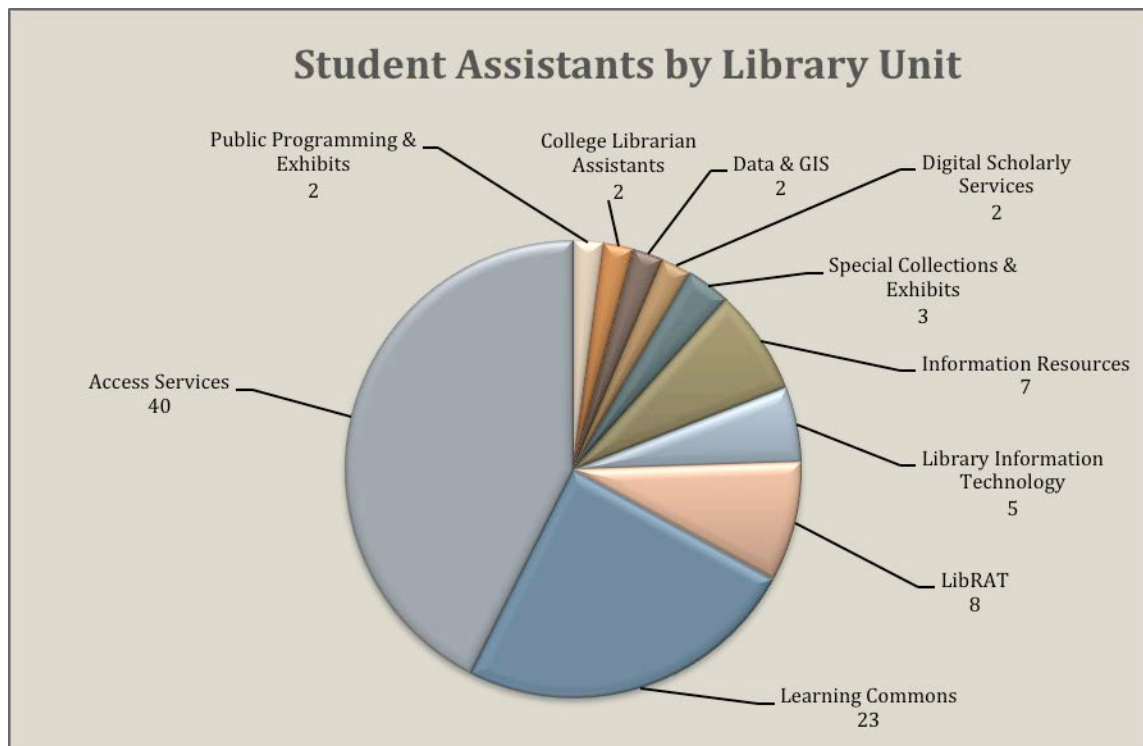
The library continues to expand programs that capitalize on the inherent student ability to support fellow students. Via the LibRAT (Library Research Assistance Technicians) Program, our undergraduate research assistants led 124 out of 185 lower-division general education sessions in 2012-2013. These sessions, voluntarily initiated by instructional faculty, reflect the instructional faculty’s confidence in and satisfaction with the library’s peer-to-peer approach to lower-division library instruction.

In addition to their responsibilities in the classroom, the LibRATs respond to over 47% of all reference interactions through face-to-face and virtual research support at the research help desk and via online chat. The success of this program has been shared in regional conferences, professional publications, and at the Association of College and Research Libraries’ biennial conference. It also led us to expand the peer-to-peer model to Data Services, where we’ve developed a cohort of GIS Peer Assistants who, together with student assistants from the Statistics Department, handled 41% of all reference questions related to data.

## 2.0 PROGRAM ACCOMPLISHMENTS

### Learn by Doing Experiences

Employing nearly 100 students, the Kennedy Library sees our student employees as the backbone to our operations, services, and programs. Our students' creativity, dedication, and hard work keeps questions answered, materials coming in and placed on shelves; they also keep our website humming, create media and stories, and make our messages visible, both digitally and in print.



During Open House this spring, our campaign, “I am Kennedy Library” highlighted the value our students bring to the library, and also how valued they are by the library.

Our students presented their work to campus donors at the university’s first annual Green and Gold gala event in May. Their impacts have also been shared with new donors through the new Information Services advancement initiative, “*Earn by Doing*.” This program represents our commitment to providing students with progressive, pre-professional experiences – job assignments that give them an exposure to a variety of organizational cultures and communication challenges, as well as close mentoring by skilled programmers, librarians, designers, and other professionals.

This year we added two very important new “*Earn by Doing*” positions. The first is mentioned above: structured, pre-professional position of Digital Scholarship Services Student Assistant, created with the support of an endowment by Jim Sargen. A second position is our new Summer



## 2.0 PROGRAM ACCOMPLISHMENTS

Institute Intern, who helps the library support expanded programming and instruction for first-generation students throughout the academic year. This student also serves on our LibRAT team as an instructor and research assistant, and serves as a member on the library's Kennedy Inclusive Culture Committee.

### **Innovative, Affordable Course Materials**

Our course reserves program saw a huge increase (140%) in the number of materials provided by faculty members for student use this year. Student use of this important collection has been overwhelming (up 63% since last year) with long lines for checkouts (52, 865 in total), and students often waiting for materials to return.

With the addition of \$20,000 in new Cal Poly Plan funding, we began an innovative program to expand access to course materials while also supporting both students' and educators' use of open education resources (OER). This program will be led by our new Open Education Fellow, an innovative faculty position responsible for working across the curriculum to enhance effective use of OER materials, as well as for supporting the School of Education. Meanwhile, plans were implemented to establish an open course reserves collection to supplement the hard-hit closed course reserves service. "OATS" – Open Access to Textbooks for Students – will be launched in time for fall quarter 2013.



### **Active Learning Classroom**

As noted above in our description of computing support, the library added access to computers through its expansion of the 216B computer lab, increasing both seats and computers from 17 to 31. But this project was driven even more by the vision of creating an active learning classroom. Because our labs are not officially on the campus books as classrooms, we have greater flexibility to redesign them to serve their multiple roles in the library as computing spaces, collaboration spaces, and innovative instructional spaces. We took advantage of this flexibility to design an amazing new lab that will include collaborative seating and technologies, will support both installed computers and "bring your own device" (BYOD) models, and will provide the library and the campus with a prototype space that's ideal for the flipped classroom pedagogies that many faculty are developing with CTLT's guidance and advocacy.

## 2.0 PROGRAM ACCOMPLISHMENTS

### 2.5. MAKING DIVERSITY AND INCLUSIVITY VISIBLE, BROAD, AND DEEP

In September 2012, the University Librarian established the Kennedy Inclusive Culture Committee (KICC) to facilitate “the sustained, intentional, integrated focus of Kennedy Library on fostering an organizational and service environment that actively welcomes and helps others experience cultural, global and personal diversity” (charge). Founding members included librarians, library staff, and two student alums of Cal Poly’s Summer Institute (SI) program.

#### **Summer Institute Support**

Expanding support for students in SI was a primary goal and accomplishment this year. In addition to providing intensive, curriculum-related library instruction for SI students, the library began in fall quarter to designate one of its staff meeting rooms (Room 511) as study space for current and former SI students to use during the evenings and weekends of Dead Week and Finals Week. Students had access to a comfortable, collaborative space, with snacks and beverages provided to support long study hours; the library also supplied mobile whiteboards, power strips, and beanbags to enhance the students’ study experience. KICC’s student members worked with the campus EOP staff to advertise this designated study space to the SI students. During winter and spring quarters, the library increased the open hours to include Sundays, as well as evenings and weekends during Dead Week and Finals Week.

As noted above, the library also hired a new student assistant position to support the expanded 201 SI class through instruction and by developing ongoing academic programming in the SI study space. Our partnership with Maria Arvizu, Nelda Olvera and our amazing SI students has been very rewarding.

#### **Outreach to Veterans**

The library began learning more about our veterans and on Veterans Day the library recognized veterans and active duty military by providing “Thank You Cal Poly Veterans” posters where students (and others) could write messages to express their appreciation. The library also decorated the Veteran memorial plaques on the first floor with special ribbons to draw attention to those displays. In addition, KICC collaborated with Campus Dining to provide free coffee on Veterans Day to anyone who showed military ID.

#### **Diversity Training and Recruiting**

Another KICC partnership this year was to support and participate in campus-wide training opportunities. The library offered LGBTQIA Ally training workshops for library employees and student assistants, and approximately 25 of them participated in these workshops. Kennedy Library also hosted a LGBTQIA Ally training workshop for the campus community as part of Cal

## 2.0 PROGRAM ACCOMPLISHMENTS

Poly Pride Month in April. KICC also advertised campus-wide diversity training and professional development opportunities, including the Cal Poly MultiCultural Center's Diversity Advocate Training and the university's annual Diversity Colloquium to library employees and students assistants in an effort to increase both awareness and participation. KICC also examined Kennedy Library's recruitment strategies for attracting diverse pools of candidates for its open positions, adding several new locations and channels for advertising open positions.

### **Programming for Diversity and Inclusivity**

KICC collaborated with Student Life and Leadership's MultiCultural Center and the Pride Center, offering space and publicity for their programs and events throughout the year. KICC was proud to partner with the MultiCultural Center to host two popular and well-attended events: in October, we hosted *Latino Folklore and Legends* a MultiCultural Center Latino Heritage Series event, in the atrium. The library also hosted *Filipino Love Stories* an event for Asia/Pacific Islander Awareness month, in the Dale W. Andrews Room (111H) in May. In addition, KICC worked with the Pride Center on their Pride Month activities in April, offering space and publicity for their events. The library hosted seven Pride Month events, including the *LGBTQIA Social* which was held in the atrium. We were incredibly honored when the Pride Center recognized our partnership by awarding Kennedy Library the *Faculty-Staff Ally of the Year* award. This was the only time in its history that the Ally award was given to an organization, not an individual.

### **Featured Collections**

KICC worked with Access Services staff to create displays of featured books during Black History Month and Pride Month in the library's Good Reads collection. This led to the Pride Center's offer to partner with Kennedy Library on an author event they are planning for October 2013. In addition, as a result of the popularity of the Pride Month featured book display, the library's Good Reads coordinator has purchased additional books for the collection to reach a diverse audience of readers and demonstrate Kennedy Library's commitment to inclusivity.

### **Banned Books Week**

One of the year's highlights was the Kennedy Library's Banned Book Week program. This grant-funded project became a sensation with students, the local community, and garnered national attention, culminating in John Cotton Dana Award from the American Library Association. This dynamic, multi-faceted program included a campus visit by author Stephen Chbosky attended by more than 500 campus and community members; a podcast series exploring issues of censorship and freedom to read; and interactive media including popular infographics in print and online. By the time the program wrapped up, faculty, staff, and students were all proud to be "with the banned."

## 2.0 PROGRAM ACCOMPLISHMENTS

### 2.6. STRONGER TOGETHER

Through new collaborations and an ever-expanding and lively range of public programs, including speaker and interactive events, online communications, and exhibits, the library reaches more of our community and contributes to campus culture of innovation and transparency.

#### Social Media

The number of contributors to our blog, *Kennedy Library Out Loud*, tripled this year. It now includes three student voices and new posts at least once a week that range from book reviews to student tips to event recaps. We redesigned the blog to improve functionality and appearance and merged the other blogs to one main site. We launched our Twitter account, a collaboration of students and staff who collectively and skillfully live-tweeted many library events.

#### Communications Coordination and Design

This year we supported a growing team of distributed authors and storytellers by providing a friendly, useful communications handbook to guide staff as they respond to inquiries from student reporters, write news stories, or contribute in other ways to our growing communication programs. Throughout the year our communications team designed communications and outreach for nine public programs, and supported an additional dozen library programs in communications, outreach and documentation, including Banned Books Week, Data Studio Presents, and full program of exhibits.



#### Top 2012-13 Blog Posts

| <i>Student Authored Posts</i>                             | <i>Views</i> |
|---|--------------|
| #1 <i>Tips for beating finals stress and acing school</i> | 435          |
| #2 <i>Top 7 best and worst things about graduating</i>    | 407          |
| #3 <i>Cal Poly students create app for fishbowls</i>      | 274          |

#### Public Programs

Highlights of this year's public programs included fall quarter's Cal Poly Science Café, *On Foot! Community design and public health*: collaboration with six experts (five faculty and staff and one guest) that attracted 140 people, including a SLO city planner who was so impressed by the experience he wrote an appreciative note to city and campus leaders and created a follow-up event.

## 2.0 PROGRAM ACCOMPLISHMENTS

In the spring, we partnered with the first San Luis Obispo Mini Maker Faire to bring Cal Poly Science Café into the community for a live, custom-designed crowd-sourced game enjoyed by makers of all ages at Mission Plaza. *DIY: Crowd-Sourced Gaming* was held three times throughout the day, and inspired people to pop balloons on stage using their smartphones.

In addition to Cal Poly Authors, Science Café, and other events, the library launched a new program series, *Data Studio Presents* with distinguished national speakers from California research universities. Informal and open to all, this series builds awareness and community among students and researchers working with all kinds of data and data sets. The Data Studio also hosted a campus-wide conversation on big data, addressing important questions for how to provide student experiences with big data through the Cal Poly curriculum.

We continued to leverage the time and effort involved in producing public programs and other events that build community, by documenting the variety of programs that feature our faculty and expert guests. This content is of great long-term value and interest to the larger community, particularly to Cal Poly communications and alumni.

By sharing these stories, we continue to “show not tell” how the library is engaging the campus in interdisciplinary inquiry. The best way to understand our work is to see it:

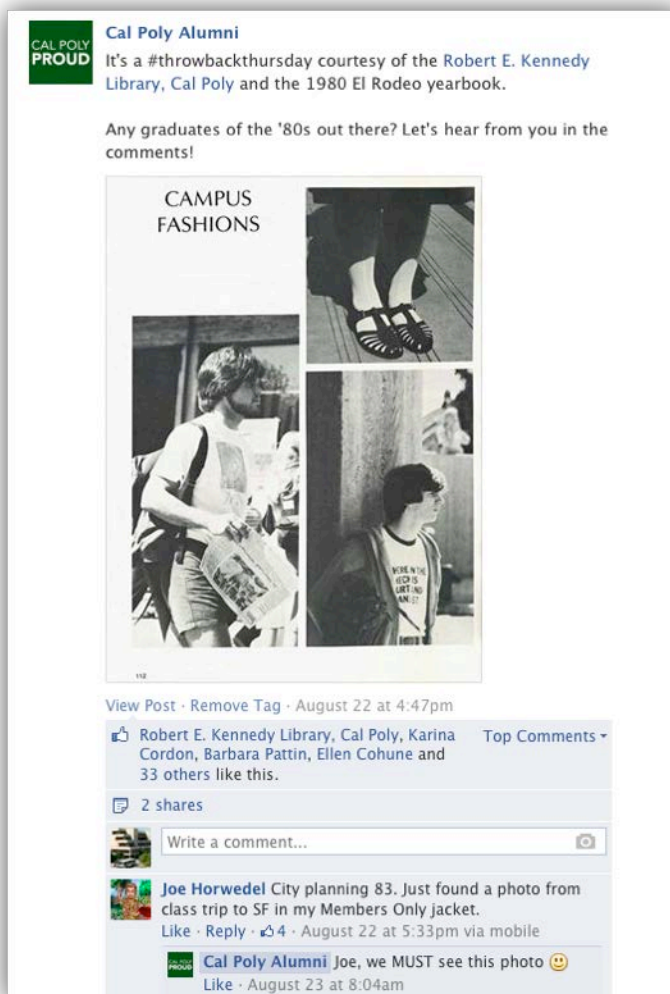
*Stories:* [lib.calpoly.edu/blog/outloud](http://lib.calpoly.edu/blog/outloud)

*Videos:* [vimeo.com/kennedylibrary](http://vimeo.com/kennedylibrary)

*Podcasts:* [soundcloud.com/kennedy-library](http://soundcloud.com/kennedy-library)

In all of these spaces engagement is trending upward. It is not uncommon to receive an email from a colleague or community member who has learned of our programs online and is interested in developing something similar in their own environment.

We continue to raise awareness of the



## 2.0 PROGRAM ACCOMPLISHMENTS

accomplishments of the Cal Poly faculty and students we feature, as well as our own. Evidence for this includes plans to profile Kennedy Library in *Cal Poly Magazine* and frequent shares of our stories on Cal Poly social media.

### Library Exhibits

In the fall, the library launched *Atelier Morgan: The Personal Archives of Architect Julia Morgan*, a traveling exhibit on the life and work of architect Julia Morgan, drawn from her personal archives held in Special Collections. Featured in the exhibit were reproductions of Morgan's student work at the École de Beaux-Arts in Paris, William Randolph Hearst commissions, civic work with YWCAs, and residential commissions. The exhibit debuted to an opening reception featuring a talk by Hearst Castle historian Victoria Kastner, in collaboration with the Architecture Department's *Hearst Lecture Series*.

The exhibit was shown alongside Cal Poly architecture student work inspired by her design principles. Students and faculty were introduced to Morgan's work through a one-day symposium. The traveling exhibit component will help make the work of Julia Morgan accessible to audiences throughout California and beyond – in doing so, increasing access to Kennedy Library resources.



The library's spring exhibit was *Links to the Land: Ranching the Central Coast*, highlighting the agricultural history collections housed in Special Collections and University Archives. The exhibit was based on a 2004 online initiative to provide access to ranching and land records, linking the county's agricultural heritage through these records to document the day-to-day life of farmers, ranchers, laborers, and Cal Poly's century of agricultural instructional influence. The exhibit richly illustrated the common threads between thirteen manuscript collections, and linked their shared histories and themes with the modern-day development of farmers markets in San Luis Obispo County.

The community response was remarkable. Three community organizations voiced interest in displaying the exhibit beyond the walls of the library. The exhibit was

featured at the California Mid-State Fair over the summer, and plans are being developed for The Land Conservancy of San Luis Obispo County to feature the exhibit at their Octagon Barn Center.



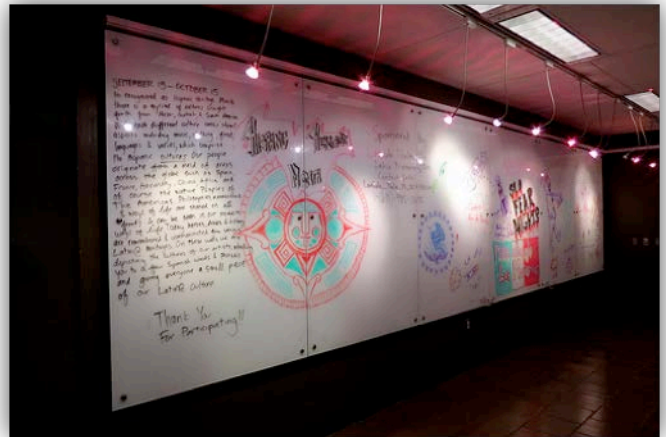
## 2.0 PROGRAM ACCOMPLISHMENTS

The San Luis Obispo Farmers' Market Association will be drawing on components of the exhibit to help celebrate their 35<sup>th</sup> anniversary.

### Community Galleries

To better support the scholarship and creativity of the campus, our public galleries were enhanced through facility improvements and through the establishment of Gallery Student Assistant position. The Community Gallery located near the library's main entrance was upgraded to reflect a modern, innovative display space for students and the Cal Poly community to showcase their work in

variety of ways. Artwork can now be installed with magnets on glass boards, displayed on a digital monitor, or framed and hung from the gallery rail system. Anchoring the improvements of the gallery spaces, the public policies and information to support community use of the gallery spaces were revised and webpages were updated.



The flexible use has broadened the capacity of the space, resulting in an effortless, supportive platform allowing for versatility to showcase traditional hanging exhibits to student and faculty poster sessions.

### Information Services Partnerships

With the help of user tests and focus group sessions, our team redesigned the library tab contents of the Cal Poly portal. Focusing on simplicity and more intuitive and user-friendly navigation, the new design was launched in Summer 2013. CTLT and Academic Services staff worked towards closer collaboration in support of faculty teaching and student access to course materials. In addition the library and CTLT partnered in the design and specification of the new active learning classroom described above. Library staff participated actively on multiple IS committees, including the IS-wide retreat in the spring, and year-long participation in consultant Gene Spencer's work to support the integration of our organization. Our communications experts wrote and edited content for the annual advancement publication produced for Information Services, finding a common voice for many contributors across the organization; and helped produce advancement communications materials for use across IS.

## 3.0 THE YEAR AHEAD

The year ahead will bring several new staff and faculty into the library team, among them faculty positions to support open education, general education, and digital archiving. New managers in Access Services and Collections Management will lend critical support and leadership to core library programs.

2013-2014 will also be a year of continued innovation in library instruction as we develop new approaches to support the broadest possible population of Cal Poly students. We'll continue to deepen partnerships with centers of *Learn by Doing* including the Rhetoric and Writing Center, CTLT, and the Career Center.

An exciting master planning project led by a team from the nationally renowned Shepley Bulfinch architectural firm will launch in November, to help us reimagine the programs and spaces of the library over the coming five to seven years.

We will be advancing a program with many facets around themes of “open” – open access, open culture, open education, open data: a movement that echoes Cal Poly's deep commitment to maker culture and to assuring equitable access to quality education.

We will be working to integrate and update our digital interfaces, systems, and infrastructure to provide next-generation services and efficiencies. Our work will include refining our responsive web site, investigating digital asset systems, and working with other CSU libraries to research and write an RFP for jointly funded, next-generation, integrated cloud-based library catalog and discovery system.

We will also be developing new program review framework based on evidence and outcomes, and looking at significant new data sources, to lay the groundwork for developing new strategic plan in 2014-2015.

And finally, we are redoubling our commitment to timely, useful open internal and external communications and to transparency and collaboration as we make decisions about how best to serve the Cal Poly community.

## 4.0 LIBRARY DISTINCTIONS AND AWARDS

### 4.1. DISTINCTIONS AND AWARDS

- Kennedy Library named *Faculty-Staff Ally of the Year* at Lavender Commencement (June 2013)
- Kennedy Library received the *Class of 2012 Gift* – our first Hydration Station
- *John Cotton Dana Award* for Banned Books Week program and marketing, American Library Association (June 2013)
- Glen Beebe – *Outstanding Student Employee of the Year*, Cal Poly; and *Student Employee of the Year* – Western Association of Student Employment Administrators (600 nominees in 13 states)
- Jennifer Ray, Second Runner Up for Cal Poly's 2012-2013 *Outstanding Student Employee of the Year*

### 4.2. PROMOTIONS AND TENURE (SEPTEMBER 2013)

- Jeanine Scaramozzino, to Associate Librarian
- Katherine O'Clair, to Associate Librarian

### 4.3. LIBRARY STAFF AWARDS

- *Robert E. Kennedy Library Staff Award for Individual Excellence*: Shelly Lucas
- *Good Humor*: Patrick Kammermeyer
- *Outstanding Achievement by a Team*: Banned Books Week Team (Michele Wyngard, Kristen Thorp, Karen Lauritsen, Conny Liegl, Patrick Kammermeyer)



*Jennifer Ray & Glen Beebe*

## 5.0 STATISTICAL HIGHLIGHTS AND TRENDS BY DEPARTMENT AND PROGRAM

### 5.1. ACADEMIC SERVICES

| KEY ACADEMIC SERVICES STATISTICS         | AY 12-13  | ANNUAL CHANGE |
|--|-----------|---------------|
| <b><i>Circulation</i></b>                |           |               |
| Main gate count                          | 1,289,982 | -2%           |
| Late night gate count                    | 48,631    | -5%           |
| Regular checkouts and renewals           | 77,615    | -15%          |
| Reserve checkouts                        | 52,865    | 63%           |
| Print reserve items                      | 4,389     | 140%          |
| Faculty with reserves                    | 1,018     | 71%           |
| <b><i>Reference</i></b>                  |           |               |
| Total questions                          | 3890      |               |
| Questions received on Research Help Desk | 2264      |               |
| Questions received on chat               | 1256      | -24%          |
| Research questions received              | 1509      | 40%           |
| <b><i>Instruction</i></b>                |           |               |
| Instruction sessions                     | 435       | 19%           |
| GE instruction sessions                  | 185       |               |
| Sessions taught by students (LibRATs)    | 124       |               |
| Students reached through GE courses      | 3144      |               |
| Students reached in a library session    | 9342      | 7%            |

## 5.0 STATISTICAL HIGHLIGHTS AND TRENDS BY DEPARTMENT AND PROGRAM

### 5.2. COMMUNICATIONS AND SPECIAL INITIATIVES

#### 5.2.1 PUBLIC PROGRAMS

|   |        |
|---|--------|
| PARTICIPANTS IN CAL POLY SCIENCE CAFÉ                                       | 400    |
| PARTICIPANTS IN CONVERSATIONS WITH CAL POLY AUTHORS                         | 100    |
| KENNEDY LIBRARY OUT LOUD PAGE VIEWS (low bounce and exit rate, 32% and 27%) | 16,410 |
| TOP 3 POSTS (# of views), <i>all authored by students</i>                   | 1,116  |
| VIDEOS PRODUCED:  | 13     |
| Videos Total  | 63     |
| Vimeo Plays   | 8,289  |
| Vimeo Plays Total   | 16,158 |
| MOST PLAYED LIBRARY VIDEOS:   |        |
| Meet your college librarians  | 473    |
| Start me up! Entrepreneurship   | 250    |
| I'm with the Banned   | 189    |
| VIDEOS IN THE TOP 10 ON CAL POLY'S YOUTUBE CHANNEL:                         |        |
| #1 Stephen Chbosky Interview  | 1,191  |
| #3 Woodcut Artist Tom Killion   | 875    |
| #8 DIY: Physical Computing at Play  | 418    |
| #10 I'm with the Banned   | 332    |
| PODCASTS PRODUCED:  | 4      |
| Data Studio   | 1      |
| Cal Poly Authors  | 3      |
| COMMUNITY:  |        |
| Facebook likes  | 2,800  |
| Facebook Science Café likes   | 884    |
| Twitter followers   | 125    |
| EVENT INVITATION EMAILS SENT (Open rate 33%)                                | 15     |

## 5.0 STATISTICAL HIGHLIGHTS AND TRENDS BY DEPARTMENT AND PROGRAM

### COMMUNITY GALLERIES USE: LIBRARY AND CAMPUS RESERVATIONS

20

(up from 10 previous year)

| 5.2.2 LIBRARY WEBSITE            |                           |                           |                |                  |   |
|----------------------------------|---------------------------|---------------------------|----------------|------------------|---|
| Measures                         | 06/18/12<br>-<br>06/16/13 | 06/20/11<br>-<br>06/10/12 | Change<br>in % | Change in<br>no. | Additional<br>information                         |
| Visits                           | 2,025,866                 | 1,786,231                 | 13.42%         | 239,635          | More than 2 million visits                        |
| Pages / Visit                    | 2.45                      | 2.37                      | 3.34%          |                  | Slight improvement                                |
| Pageviews                        | 4,969,890                 | 4,240,396                 | 17.2%          | 729,494          | Same number of visitors<br>viewed many more pages |
| Avg. visit<br>duration           | 0:02:06                   | 0:01:57                   | 8.02%          |                  | Visitors interact longer<br>with our content      |
| Unique visits                    | 1,260,567                 | 1,237,518                 | 1.86%          | 23,049           |   |
| Returning visits                 | 782,910                   | 578,174                   | 35.41%         | 204,736          |   |
| New visitors                     | 1,242,956                 | 1,208,057                 | 2.89%          | 34,899           | Many more returning visitors                      |
| Mobile devices<br>used for visit | 76894                     | 45362                     | 41%            | 31,532           | ~ 72% on iPhone/iPad                              |

### 5.3. INFORMATION RESOURCES AND ARCHIVES

| 5.3.1 INFORMATION RESOURCES                              |           |
|--|-----------|
| Student Success Fee Supported Resources (Jan-June, 2013) |           |
| Academic Search Premier Sessions                         | 50,007    |
| eBooks added to the collection                           | 3,894     |
| eBook chapter downloads                                  | 2,239     |
| Naxos Music Library total playbacks                      | 4,017     |
| Journal Full-text article uses                           | 118,438   |
| Volumes withdrawn as part of "Big Shift 2"               | 50,868    |
| 5.3.2 DIGITAL COMMONS @ CAL POLY                         |           |
| Total downloads (2012-2013)                              | 2,000,000 |
| Annual student work downloads (2012-2013)                | 1,033,275 |
| Total documents in DigitalCommons                        | 19,858    |
| Documents added to DigitalCommons                        | 2,941     |
| Senior Projects added                                    | 538       |
| Master's Theses added                                    | 228       |



## 5.0 STATISTICAL HIGHLIGHTS AND TRENDS BY DEPARTMENT AND PROGRAM

|  |     |
|--|-----|
| Total faculty participation                  | 303 |
| <i>New faculty participation (2012-2013)</i> | 20  |

### 5.3.3 Special Collections and Archives

Archives publications downloaded over 18,000 times. *previous year, 9800*

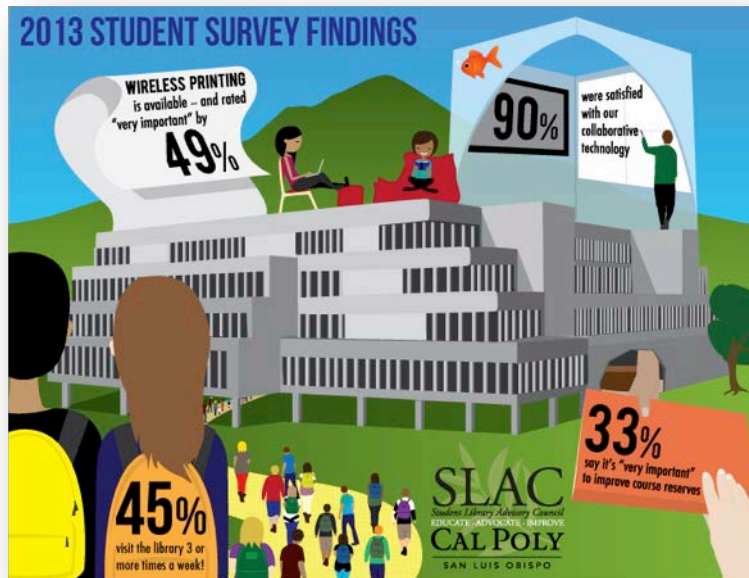
540 individuals conducted research for coursework, publications and exhibits, and personal and civic research. *17% increase from previous year*

*Over half of the researchers were Cal Poly students; we also had an increased number of faculty/staff researchers and general public researchers.*

### 5.4. LIBRARY INFORMATION TECHNOLOGY

| Key Statistics                          | 2008-2009 | 2009-2010 | 2010-2011 | 2011-2012 | 2012-2013 |
|---|-----------|-----------|-----------|-----------|-----------|
| Library web site hits (unique visitors) | 752,825   | 840,370   | 908,016   | 958,596   | 1,202,902 |
| Public computers in the library         | 280       | 300       | 300       | 300       | 320       |
| Technology questions in PolyConnect     | 1,784     | 2,136     | 5,812     | 6,684     | 6,030     |
| Number of laptop checkouts              | 14,831    | 19,877    | 30,328    | 29,645    | 38,380    |
| Number of iPad checkouts                | 0         | 0         | 4         | 869       | 1,197     |
| All other IT/AV checkouts               | 0         | 3,267     | 6,876     | 11,484    | 14,825    |
| Public "PolyCard" pages printed         | 694,007   | 826,238   | 766,053   | 768,476   | 781,564   |
| University-scheduled classes (hours)    | 1,860     | 1,381     | 2,148     | 1,791     | 2,194     |
| University-scheduled events (hours)     | 1,522     | 2,105     | 2,485     | 2,508     | 2,268     |

## 6.0 CONTACT INFORMATION



Robert E. Kennedy Library  
California Polytechnic State University  
Grand Avenue  
San Luis Obispo, CA 93405

[lib.calpoly.edu](http://lib.calpoly.edu)  
805.756.2345

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